

Excitement, moral panic and sportization of motorcycle racing in TaiwanChang Wen Uei¹, Lee A.Thompson².¹ Graduate school of Sport Sciences , Waseda University² Faculty of Sport Sciences, Waseda University

This study investigates how motorcycle sport in Taiwan produced its distinction with street racing at its initial phase of development. The concept of sportization and moral panic serve as the main theoretical background for this paper. Sportization indicates that with the refinement of social standard and manner, explicit regulations and stricter rules were also enforced to control the decontrolled of emotion, violence and danger within sports. Since the danger and risk of motorcycle sports was constantly addressed back in 1980s, especially under the outburst of street racing, the examining on the sportization of motorcycle sport in Taiwan may offer some insights to the discussion. Meanwhile, the earlier street racing was not involved with criminality or violent behavior, it was still considered to pose potential risks to the existed social order. This unease

brought stigmatization to “formal” motorcycle sport. This study also intends to examine several incidents that were obstructed and stopped through the theory of moral panic.

Content analysis of newspapers and motorcycle magazines was utilized. The table content of “Autobike” motorcycle magazine from 1986 to 2002 was input and retrieved in several related words. This study found that in order to gain the legitimacy of motorcycle sport, instead of emphasizing the thrill and excitement brought by the racing event, the media and organizers focused more upon the regulation and safety. This contradiction reflects the negotiating process on social regulation and standard of conducts, especially in the post martial law period of time.